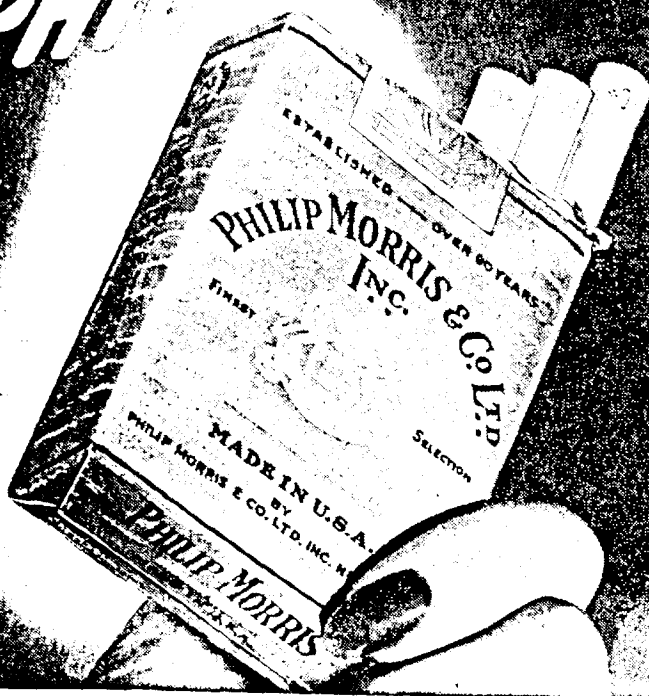


IMPORTANT TO YOU WHO INHALE

[All smokers do — some of the time!]

**CALL FOR
PHILIP MORRIS**



**Here's smoking
PLEASURE
without penalties**

Maybe you *know* you inhale . . . maybe you *don't* know it. *When* you *do* inhale, it's easy to see exposure to irritation increases! So — choose *your* cigarette with care!

There's a vital difference — reported by eminent doctors in authoritative medical journals. They compared leading cigarettes — and: —

ON COMPARING — THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS . . . AND THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

Get that? — "more than three times as irritant . . . lasting more than five times as long"! Especially if you inhale — change now to Philip Morris — for complete enjoyment of the world's finest tobaccos — with no worry about throat irritation.

AMERICA'S FINEST CIGARETTE

TODAY THEY COST NO MORE THAN ORDINARY
POPULAR-PRICE BRANDS! (In NEW YORK STATE)

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